

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 1, line 7 and ending on page 1, line 13 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

a In many situations a person may wish to, or be willing to, receive information that is ~~or~~ of interest to the person, related to a location, characteristic or interest of the person, or otherwise relevant to the person. For example, a person walking through a mall may want to receive information related to stores in the mall, sales occurring at stores at the mall, etc. while the person is in the mall or a particular store. As another example, a person in a museum may want to receive information regarding a particular painting or piece of sculpture on exhibit at the museum while the person is near the exhibit.

Please replace the paragraph beginning on page 3, line 1 and ending on page 3, line 12 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

a² A content segment may be or include many things such as, for example, educational content, an advertisement, survey, image, multimedia file, sound or audio file, video file, rich media file, text or other information, etc. A display of a content segment by a device may include an audio component and/or a visual component. Thus, in some embodiments, a device may display a content segment by visually displaying the content segment on a screen. In other embodiments, a device may display a content segment by playing a music, voice or other sound segment or file. In some embodiments, two or more content segments provided to a device and/or displayed by a device may be thematically related. For example, two or more of the content segments may related to the same subject such as, a beverage, a restaurant, world geography, a painting, a music selection, automobile repair, botany, basketball, astronomy, scuba diving, Civil War history, etc.

Please replace the paragraph beginning on page 10, line 19 and ending on page 10, line 28 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

a³ During a step 106, the content segment(s) determined during the step 104 are provided directly or indirectly (e.g., via one or more intermediate devices or people) to a device associated

with the person, wherein preferably the device is capable of transmitting the content segment after it receives the content segment. In some embodiments, the device may be a cellular telephone, personal digital ~~assistance~~ assistant, computer or other user device. The step 106 may be or include one or more of the following: sending a notification to the device, the notification including data indicative of the content segment or data (e.g., a link, URL, electronic address) indicative of a location of the content segment; receiving data indicative of the device; identifying or otherwise determining the device, etc.

Please replace the paragraph beginning on page 15, line 11 and ending on page 15, line 16 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

In some embodiments, the method 140 may include a step of receiving a notification regarding a selection of one or more of the content segments indicated during the step 142 or a request to receive one or more of the content segments indicated during the ~~sep~~ step 142. For example, a person who receives the signal provided during the step 142 may provide a signal that indicates a content segment of interest to the person or which of the content segments the person wishes to receive during the step 144.
